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## REMARKS

In response to the Final Office Action mailed on August 17, 2005, Applicants respectfully request reconsideration. To further prosecution of this Application, Applicants submit the following remarks. Claims 12-13 and 30-31 have been cancelled. Claims 41 and 42 have been added. Claims 1-11, 19-29, and 37 - 42 are in allowable condition.

Rejections under §103

Claims 1-12, 19-30, 37 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Blumenau (U.S. Patent No. 6,505,240, hereinafter "Blumenau"). The Examiner also rejected claims 13 and 31 as being unpatentable over Blumenau in view of U.S. Patent No. 6, 763,379 to Schuster (hereinafter Schuster).

Blumenau discloses, at column 9, lines 45-59 a method of providing content from a primary site and unsolicited content from a secondary site, via hand off instructions sent after the request for content has been received at the primary content site. Schuster discloses a monitoring system that monitors user activities, identifies trigger events, measures the elapsed time of inactivity of the user and initiates the presentation of unsolicited data or content to the user computer.

Claims 12 and 13 have been cancelled, while Claim 1 has been amended to further recite detecting of a secondary content condition indicating a requirement for presentation, and that the secondary content condition comprises detection of a change in root level domains between the initial request and subsequent request (formerly recited in claims 12 and 13). Blumenau and Schuster, taken alone or in combination, fail to disclose or suggest the same.

Therefore, since Blumenau and Schuster fail to disclose or suggest Claim 1, Claim 1 is believed allowable over Blumenau and Schuster. Claim 19 includes similar language as Claim 1, and is allowable over Blumenau and Schuster. Claims 2-11, and 20-29 depend from claims 1 or 19, and are allowable as they depend from a base claim that is allowable.

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Accordingly, the rejection of claims 1-12, 19-30, 37 and 38 as being unpatentable over Blumenau and claims 13 and 31 as being unpatentable over Blumenau in view of Schuster is believed to have been overcome.

The Examiner rejected claims 39 and 40 as being unpatentable over Blumenau in view of Subramaniam. Claims 39 and 40 recite an address of the secondary content, the address of the secondary content representing a location of the secondary content source, a name of the initial content, an address of the initial content, the address of the initial content representing a location of the initial content source, and a delimiter separating the address of the secondary content from the name of the initial content and the address of the initial content, which is not disclosed or suggested by the prior art of record. Claims 39 and 40 depend from claims 1 or 19 and are believed allowable as they depend from a base claim which is believed allowable.

Claims 41 and 42 have been added. Claims 41 and 42 recite wherein the intercepting, from a requesting device, an initial request for initial content accessible from an initial content source further comprises generating a key based on information related to the initial request and sending the key to the content source to allow the content source to access the information related to the initial request. Support for these claims can be found in the specification at page 23 line 16 through page 24 line 12. None of the prior art of record discloses or suggests the generation of a key which is based on information related to the initial request and sending the key to the content source to allow the content source to access the information related to the initial request.

#### Conclusion

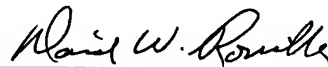
In view of the foregoing remarks, this Application should be in condition for allowance. A Notice to this affect is respectfully requested. If the Examiner believes, after this Response, that the Application is not in condition for allowance, the Examiner is respectfully requested to call the Applicant's Representative at the number below.

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Applicants hereby petition for any extension of time that is required to maintain the pendency of this case. If there is a fee occasioned by this submission, including an extension fee, that is not covered by an enclosed check, please charge any deficiency to Deposit Account No. 50-3735.

If the enclosed papers or fees are considered incomplete, the Patent Office is respectfully requested to contact the undersigned collect at (508) 616-9660, in Westborough, Massachusetts.

Respectfully submitted,



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David W. Rouille, Esq.  
Attorney for Applicant(s)  
Registration No.: 40,150  
Chapin Intellectual Property Law, LLC  
Westborough Office Park  
1700 West Park Drive  
Westborough, Massachusetts 01581  
Telephone: (508) 616-9660  
Facsimile: (508) 616-9661

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